

News Release



October 19, 1993

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MEDIA ADVISORY

**Founder of Aerobic Exercise and International Health Expert
--Dr. Kenneth Cooper--
Keynote Speaker
Controlling Health Care Costs Through Wellness Programs**

WHO: Blue Cross and Blue Shield of Florida (BCBSF), North and South Broward Hospital District, Baptist Hospital of Miami, Royal Caribbean Cruise Line, Florida Power and Light.

Dr. Kenneth Cooper, the keynote speaker, will address the savings in health care costs that can be achieved through fitness. He will also discuss how to control health care costs by reducing demand for care.

WHAT: Seminar on wellness programs:
-- How staying fit can help control health care costs
-- Designing a wellness program that works for your business
-- Community-based wellness programs

WHERE: Bonaventura Resort and Spa
Ampitheatre
250 Racket Club Road
Ft. Lauderdale 305/389-3300

WHEN: Thursday, October 21, 1993
8:45 a.m. - 10:15 a.m. Dr. Cooper's presentation
10:15 -11:00 a.m. Lynn Hays, Florida Power and Light, "Designing a Wellness Program for Results"

WHY: Lifestyle can influence an individual's chance for developing serious diseases. For example:

- o Dietary factors are associated with four of the 10 leading causes of death in the U.S. -- coronary heart disease, certain types of cancer, stroke, and diabetes mellitus.
- o Low levels of physical activity can contribute to the risk for heart disease, colon cancer, stroke, hypertension, diabetes, osteoporosis and depression.
- o Thirty-five percent of cancer deaths may be related to improper diet; 30 percent are linked to tobacco use.

BCBSF agrees with President Clinton that we all have a responsibility for our own health. BCBSF is committed to providing education so Floridians can make healthy lifestyle choices.
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About Dr. Kenneth H. Cooper, M.D....

In Brazil, running is called "Coopering" or "Doing the Cooper." In Hungary, the Cooperteszt is the national fitness test.

Dr. Cooper, the man whose name has internationally become synonymous with fitness, was credited by the *London Times* in 1982 for helping the heart disease death rate in America decline: "The drop in deaths from heart disease in America by 14 percent in the 1970s, is commonly credited to Dr. Cooper, as is the jogging boom which put more than 25 million Americans on the road by the end of that decade."

From the time of his first book, *Aerobics* (1968), Dr. Cooper has been credited with motivating more people to exercise in pursuit of good health than any other person. His aerobics concept has embraced the fact that it is easier to maintain good health through proper exercise, diet and emotional balance than it is to regain it once it is lost.

After 13 years in the U.S. Air Force (1957-1970), during which time the senior flight surgeon developed the Aerobics Point System that led to his first book, Lt. Col. Cooper left the service and founded the Cooper Aerobics Center in Dallas, Texas (1970). Today, Army, Navy, Secret Service, several foreign military organizations, many U.S. and foreign corporations and more than 2,500 universities and public schools use his program.

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